

TONBRIDGE & MALLING BOROUGH COUNCIL
LOCAL ENVIRONMENTAL MANAGEMENT ADVISORY BOARD

27 May 2014

Report of the Director of Street Scene & Leisure

Part 1- Public

Matters for Information

1 “LOVE WHERE YOU LIVE” CAMPAIGN

1.1.1 Background

1.1.2 This report details the past successes and future initiatives involved in the Love Where You Live (LWYL) campaign, which was launched in September 2011 in partnership with Keep Britain Tidy.

1.1.3 The LWYL campaign aims to:

- inspire and enable everyone to take action to reduce littering and improve the quality of local places;
- engage with people to change their behaviour and drive local action by fostering pride and understanding;
- raise the profile of the importance of caring for local places to improve individuals' quality of life; and
- encourage, support and bring together Leaders, Government, business, media and civil society to improve the cleanliness of the country

1.2 Achievements in 2013/14

1.2.1 Litter Code of practice for businesses

A 'Litter Code' was initiated by committed Street Monitor, Mr Stuart Ollson of Larkfield Neighbourhood Watch in partnership with the council and Kent Police. The scheme recognises that there is a link between littering and anti-social behaviour and aims to encourage businesses to help reduce litter, using guidance from the DEFRA Code of Practice for 'Food on the Go'.

Larkfield are celebrating their second year of success in engaging and sustaining support from 25 local business outlets who have committed to the litter code. Businesses are awarded a certificate after one year of attained - and sustained - standards. The litter code model has so far been adopted in East Malling, Ditton

and Snodland. Members of the Snodland Goes Cleaner Campaign Team will be leading on the introduction of the scheme to the town. The Tonbridge Town Team are currently considering a similar scheme.

1.2.2 Bash the Trash events

In 2013/14 we supported 64 community bash the trash events across the borough from Wouldham and Burham, through to Igtham and Borough Green as well as Aylesford, East Peckham, Hildenborough, Hadlow. and Tonbridge. We supply all of the necessary equipment, such as litter pickers, high visibility tabards, reinforced sacks, handi-loops and gloves in addition to providing a free collection of litter gathered.

Volunteers and other users of this service include Hadlow College, Snodland Cub Scouts, East Malling Wombles, Longmead Primary School, Kent Police Community Support Officers, Kent Community Wardens, Ditton Churchyard Group, Hosanna Church Youth Group and the Medway Valley Countryside Partnership's River Rubbish Round-up. So far in 2014/15 we have supported events run by Burham volunteers, Tonbridge Canoe Club, Russet Homes in East Malling and Tonbridge Litter Catchers.

In recognition of the special efforts demonstrated by Tonbridge Canoe Club, with their invaluable support during the post-flood clean-ups, the council will be awarding a special one off 'Love Where You Live Gold Award' in June.

1.2.3 The Big Scoop in partnership with Dogs Trust

Following the success of last year's launch of the Big Scoop in partnership with Keep Britain Tidy and Dogs Trust, the borough council will be tackling dog fouling hotspots through the bag and flag campaign as part of this national programme in June. The hotspots are identified within Snodland, Wrotham, Hildenborough, Wouldham and Tonbridge. The Big Scoop encourages dog owners to be 'scooper heroes' and clean up after their dogs appropriately. Capes and badges are available to supporters who wish to get involved.

1.2.4 Yellow Dog campaign – for dogs that need space

The Yellow Dog Scheme was launched in 2013 as part of the councils 'Responsible Dog Ownership' programme. The scheme encourages owners who have dogs 'who need space' for whatever reason, be they in training, recovering from surgery or nervous to announce this to other dog owners by displaying a yellow ribbon on the lead. There is a limited supply of ribbons available through the dog warden, which are free; there is also the option to purchase yellow neckerchiefs and dog coats which read 'I need space' from the campaign's website.

The scheme was launched and welcomed at both the Snodland and East Malling Dog Shows. The team will be embedding the yellow dog message into the schools and youth talks we offer throughout the year.

1.2.5 Love Kent – Roadside Litter Campaign

The Kent Resource Partnership has agreed to match fund with Kent County Council Highways a dedicated pot of money to involve the whole of Kent in a roadside litter campaign in June. All local authorities, including the Highways Agency are committed to an action or activity. The campaign will feature a radio campaign on Heart FM from 3 June through to 4 July. Local action is strongly encouraged by volunteer groups and the Borough Council is working with local TV stations to feature to cover a Highways cleansing operation. This will focus attention on the high cost of cleansing our roadsides of litter, and the difficulty council's face in cleansing high-speed roads. Social media will play a major part in spreading the message using the hashtag '#LoveKent'.

1.2.6 Wild About Gardens and the Bee Friendlies

The Council continues to work in partnership with Kent Wildlife Trust and their sponsors to support the scheme to encourage wildlife-friendly gardening across the county. The scheme is free to enter, which includes special awards for schools, community gardens, water-wise and bee-friendly gardens. In addition, we are supporting Tonbridge and Malling Friends of the Earth group in their delivery of the 'Bee Friendlies' project. This initiative aims to encourage more bee-friendly planting across the borough in support of the national 'Bee Cause' campaign. The newly formed Angel Community Garden is an example of this work, which is situated outside of the Angel Centre in Tonbridge.

1.2.7 Educational Talks and Presentations

The team run a rolling programme of educational talks and presentations for all audiences throughout the year. In 2013/14 we have held presentations on the Love Where You Live initiative to a variety of groups, including Malling Rotary Club and Tonbridge Rotary Club, Wouldham All Saints Primary School, Lunsford Primary School, The Slade Primary School, Ditton Beaver Scouts and West Malling Scout groups.

1.3 Initiatives for 2014/15

- 1.3.1 The team will continue to promote Love Where You Live in communities throughout the Borough, and will continue to promote & support the Street Monitors scheme. The latter will also be adapted for Parishes to assist them in reporting street scene-related issues to the relevant body.
- 1.3.2 We will continue to target litter & fouling hot spots with enforcement and engagement activities. We will continue to work with PCSOs, Community

Wardens, social housing providers and Paris Councils to increase public awareness of the legal & social implications of littering & fouling.

- 1.3.3 We will work with the Youth Forum in order to increase youth engagement with Cleaner Borough initiatives and will continue to promote the Eco-Schools scheme.

1.4 Legal Implications

- 1.4.1 None.

1.5 Financial and Value for Money Considerations

- 1.4.1 The costs associated with these arrangements and initiatives are contained within existing budgets, with some supported by Veolia Environmental Services.

1.6 Risk Assessment

- 1.6.1 The broad principles of risk assessment are applied to all areas outlined in the report and assist in determining priorities

Background papers:

Nil

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